

CLAIMS

1. A program executed by a data processing apparatus, including:

5 a first process for specifying other first favorites data indicating same contents as those indicated by predetermined first favorites data among a plurality of first favorites data respectively indicating contents favored by respective users defined by
10 corresponding to the respective users; and
a second process for generating second favorites data by using said predetermined first favorites data and said other first favorites data specified in said first process.

15 2. A program as set forth in claim 1, wherein in said second process, based on the number of respective contents indicated by said other first favorites data specified in said first process, the contents are ranked, and said second favorites data is generated based on the
20 ranking results.

3. A program as set forth in claim 1, wherein in said second process, for every said other first favorites data specified by said first process, points being in inverse proportion to the total number of contents
25 indicated by the first favorites data are respectively

assigned to the contents indicated by the first favorites data, and contents indicated by said other first favorites data specified by said first process are ranked based on said assigned points, and said second favorites data is generated based on the ranking results.

4. A data processing method, including:
a first step for specifying other first favorites data indicating same contents as those indicated by predetermined first favorites data among a plurality of first favorites data respectively indicating contents favored by respective users defined by corresponding to the respective users; and

a second step for generating second favorites data by using said predetermined first favorites data and said other first favorites data specified in said first step.

5. A data processing method as set forth in claim 4, wherein in said second step, based on respective numbers of contents indicated by said other first favorites data specified in said first step, the contents are ranked, and said second favorites data is generated based on the ranking results.

6. A data processing method as set forth in claim 4, wherein in said second step, for every said other first favorites data specified by said first step,

points being in inverse proportion to the total number of contents indicated by the first favorites data are assigned to respective contents indicated by the first favorites data, and contents indicated by said other first favorites data specified by said first process are ranked based on said assigned points, and said second favorites data is generated based on the ranking results.

7. A data processing apparatus, comprising:
a specifying portion for specifying other first favorites data indicating same contents as those indicated by predetermined first favorites data among a plurality of first favorites data respectively indicating contents favored by respective users defined by corresponding to the respective users; and
a favorites data generation portion for generating second favorites data by using said predetermined first favorites data and said other first favorites data specified by said specifying portion.

8. A data processing apparatus as set forth in claim 7, wherein said favorites data generation portion ranks respective contents based on the number of the respective contents indicated by said other first favorites data specified by said specifying portion, and generates said second favorites data based on the ranking results.

9. A data processing apparatus as set forth in claim 7, wherein said favorites data generation portion assigns predetermined points to respective contents indicated by said first favorite data, and generates said
5 second favorites data by setting contents with much assigned points at high ranks.

10. A data processing apparatus as set forth in claim 7, comprises an interface for performing data communication with a user terminal device via a
10 communication network;

wherein, when receiving a request for said second favorites data from said user terminal device via said interface, said specifying portion outputs said generated second favorites data to said user terminal
15 device as the requested source via said interface.

11. A data processing apparatus, as set forth in claim 10, wherein said favorites data generation portion excepts from said second favorites data contents indicated by first favorites data received from said user
20 terminal device via said interface, and outputs to the user terminal device via an interface.

12. A data processing apparatus, as set forth in claim 7, wherein, for every first favorites data specified by said specifying portion, said favorites data
25 generation portion assigns points being in inverse

proportion to the total number of contents indicated by the first favorites data to respective contents indicated by the first favorites data, ranks respective contents indicated by said other first favorites data specified by said specifying portion based on said assigned points, and generates said second favorites data based on the ranking results.